

LEO BURNETT U.S.A.

Ad No. Ad7 - Bureau Code - Reg. No. 22112 - Page - 4 color - 10 x 11½ in. - Newspaper Supplements - National, 1976

Printed in U.S.A.

2448 00000 - Rev. 3-1976

The low-tar cigarette with the recessed tip.

The thoughtful choice in low-tar smoking.



Most low-tar cigarettes
are flush-tipped. So tar buildup
is flat against your lips.

But Parliament has the
recessed tip. That means
tar buildup never touches
your lips. All you get is that
neat, clean taste.



So if you're trying to find a
low-tar cigarette that tastes good,
why not choose the one with the
difference, Parliament with the
recessed tip.



Parliament

Kings, Box and 100's

0.54 mg. "tar," 2.0 mg. nicotine — Kings, 0.54 mg. "tar," 1.9 mg. nicotine — 100's 0.54 mg. "tar," 1.9 mg. nicotine as per FTC Report Apr. '76

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

